# NEWS RELEASE

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**For Release** : IMMEDIATE

The development of a computer-based instant ticketing system that will bring the sports or theater box office to the neighborhood bank or shopping center was announced today (April 7) by Computer Sciences Corporation of El Segundo, Calif.

Fletcher Jones, president of Computer Sciences, said the new system has been under development for two years and is expected to be operational by 1968. A demonstration of the system will be held later this year, Jones said.

The new system is called Computicket. Jones explained that in each metropolitan area in which the system is established, there will be two large-scale computers linked to terminal devices installed in several hundred banks, markets, and other commercial and retail concerns.

These terminal units, to be operated by bank or store employees, will be used not only to query the computer on seat availability but to print the admission tickets as well. Litton Industries is designing the terminal units under an exclusive contract, Jones said.

The initial Computicket network, scheduled for installation in Los Angeles, will employ a duplexed IBM System 360 Model 40 computer. This equipment will be capable of storing information on the price and location of up to 10 million seats for as many as 800 different entertainment events.

Computer Sciences has formed a subsidiary, Computicket Corporation, to market and operate the Computicket system. Computicket Corporation is currently negotiating agreements under which several dozen branches of one of California's largest banks and all 52 markets of Ralphs Grocery Company would provide the Computicket service in the Los Angeles area.

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It is expected that contracts will be signed with the bank and Ralphs within six weeks, the Computer Sciences executive said.

Computicket is discussing similar arrangements with other commercial and retail concerns in Southern California, he said.

The Computicket system will be available for sports events, stage and movie productions, concerts and other entertainment events, Jones said. Computicket Corporation is negotiating to handle ticket sales for the principal sports and entertainment organizations in Los Angeles, and is also marketing the system in other principal U.S. cities.

Computer Sciences Corporation is the largest publicly owned company in the emerging field of the information sciences. International in scope, Computer Sciences provides computer systems analysis and programming for industry, science and government, and has planned and engineered some of the world's largest communications systems.

Jones pointed out that all of these capabilities have been brought to bear in the development of the Computicket system, a combination computer-communications network.

As a result, the Computicket system has far-reaching potential advantages, Jones said. Computicket systems in the U.S. and overseas could be linked by telephone circuits in an international network. Moreover, Jones said, such a network could also accommodate other types of subscribers and thus provide additional services to the public.

"Ultimately, a Los Angeles businessman planning a trip to the East Coast and Europe could buy his airline ticket, a seat for a football game in New York, and a ticket to a London stage show all at the same time, simply by visiting his neighborhood shopping center," Jones said.

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Each outlet will contain a small terminal console which has been designed exclusively for Computicket Corp. by Litton, a pioneer and leader in the field of automatic revenue systems and the automation of ticketing procedures. The terminal will transmit and receive messages concerning seat reservations and will print tickets for the seats selected by the customer. The high-quality tickets will be identical to those sold at the sports and theater box office.

To understand how the service works, suppose a housewife doing her weekly shopping drops by a Computicket service outlet to pick up tickets for a theater party.

By simply turning a dial on the terminal console, a sales clerk notifies the computer of the customer's request for six $4.50 seats in the first balcony of the theater on the date desired.

The computer immediately scans its record of unsold seats for that date. When it has located the best available group of six adjacent seats, the machine prints out a message at the terminal confirming it can fill the order and indicating the total collection to be made is $27.00.

Upon the customer's acceptance, the clerk signals the computer to print out the tickets at the terminal. The entire transaction has been accomplished in less than one minute.

Computicket's system design provides exceptional reliability. A dual processing system guarantees against interruption of service caused by electronic malfunction. In the event the components in one system fail, the second system will take over immediately to provide continuous service during the brief time required for repairs.

Computicket's key service to customers will be in always providing the best available seat at the price specified. The seats in each price range will be graded according to their desirability and the computer will always offer the best unsold seat at that price.

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The system also has the capability of satisfying requests for special locations, so that the baseball fan can specify a favorite seat behind third base and the first-nighter can indicate his wish for a particular seat in the orchestra, front center. If a favorite seat has already been sold, the computer will scan the seats in the same area to find the closest one available at the same price.

In addition to increasing the number of places where tickets can be bought during convenient hours, the new service will provide a greater number of seats to choose from, Jones said. The box office and all Computicket service desks will sell tickets from the same inventory simultaneously.

"This means the public can make its choice from all the unsold seats at every event served by Computicket, not just from the allotment held by one agency," Jones said. And there will be no surcharge to the public for all the benefits of the Computicket service, he added.

Computicket will also provide the management of organizations that subscribe to the computer-based service with far better sales information than they can obtain at present, Jones noted.

Up-to-the-minute sales reports will make it possible to forecast sales with considerably greater accuracy.

In addition, the computer can quickly prepare detailed analyses which would be prohibitively expensive or impossible to prepare using manual methods. For example, reports of sales progress by areas will enable management to make rapid adjustments in its promotional efforts, stepping up its promotion in one area or cutting back in another.

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By increasing the volume of advance sales, Computicket will also sharply reduce the delays and confusion at the box office frequently experienced by the public and management at the time of an entertainment event.

Computicket provides the sports and entertainment industries with their first total distribution and control system, Jones said. Season sales, advance sales and box office sales at the time of event will all be handled by the same system.

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